Marketing Planning Process

Firm Strategic & Financial Objectives

Firm Marketing System

Attorney Marketing Metrics

Firm Marketing Metrics

Firm Marketing Strategy

Policies

Attorney A Marketing Plan

Attorney B Marketing Plan

Attorney C Marketing Plan

Attorney D Marketing Plan

Attorney E Marketing Plan

Internal, External & Software Support System

Activity & Contact Management

Budget & Activity Plan

Marketing & Support Mix

Marketing System Discovery & Analysis

Marketing Goals

Attorney Marketing Planning

Firm Marketing Planning

Marketing Planning Process

Goals

Branding Objectives

Marketing Goals

Discovery & Analysis (Attorney & Firm)

Industry & Market Analysis

Marketing Strategy & System Analysis

SWOT Analysis

Market Segmentation

Marketing Strategy & Marketing Mix

Marketing Mix Development

Support Mix Development

Strategic Marketing Plan

Budget & Activity Plan

Activity Goals

Activity Lists

Hour & Budget Allocation

Financial Goals

Activity & Contact Management

Internal, External & Software Support Preparation

Activity Calendar

Plan Execution

Budget Review & Approval

Marketing Metrics

Marketing Plan Cost & Effectiveness Metrics

Marketing Mix Analytics

Marketing Plan Revision